



Urbana's greatest need ..

A Firsthand View
of
Urbana's
New Hotel

U. S. NATIONAL ARCHIVES

URBANA'S NEW HOTEL



The Facts

Ask the first ten citizens whom you meet, "What is Urbana's greatest Need?" and you will receive ten answers, all identical—"A new and modern hotel." This fact is conceded by all those whose hands are on the pulse of local community and business affairs.

This need has existed for a number of years and is daily becoming more pronounced. Our present accommodations and facilities are inadequate to care for the demands placed upon them by the traveling public, tourists, etc. It is a well known fact that visitors to Urbana and the University, commercial men and tourists are obliged to go to Champaign, or even further to secure proper accommodations, and sometimes are even obliged to secure rooms in private homes.

We Are Losing Money

Let those who doubt this statement confer with University officials who cannot under present conditions refer their visitors to Urbana for hotel accommodations and then go to the stations and see the traveling men and others go through on trains to cities where they know there are modern hotels. We dare not invite district, state or national conventions because we cannot adequately accommodate them, and conventions alone means thousands of dollars to that city, which with proper hotel facilities, is in position to entertain them.



TENTATIVE SKETCH OF A MODERN HOTEL
FOR URBANA—

(The sketches and floor plans in this booklet are only suggested and are subject to alterations to fit the needs of this particular community. Shown through courtesy of Mr. B. K. Gibson of Chicago.)

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URBANA'S GREATEST NEED—NINETEEN HUNDRED AND TWENTY-ONE

The Remedy

That these conditions might be altered and Urbana take her place not only as one of the leading cities of eastern Illinois, but as the host of the visitors to the great University, a committee of prominent citizens was appointed by the local Association of Commerce to investigate the possibilities of securing a new and modern hotel for Urbana. After conferring with experienced hotel men and hotel architects, the conclusion was reached that a hotel building of approximately 100 rooms should be built. To that end a campaign organization of nearly 150 public-spirited business and professional men has been formed for the purpose of selling the stock necessary to cover the costs of erection of such a hotel, and the period between October 24th and 31st is set aside as "Urbana's New Hotel Week."

Why a New Hotel

Because it is Urbana's greatest need.

Because hotel accommodations in Urbana should be a credit to the home of a great University.

Because a good hotel is the best advertisement a town can have for visitors.

Had Urbana the adequate facilities and accommodations, she could take her part in our greater community in taking care of the very large number of visitors that come to the Twin Cities and the University. As it is, the hotel traffic flows naturally to Champaign, Decatur and other cities within a radius of 50 miles. Even now, Champaign is so crowded for hotel accommodations that new buildings are being considered.

These neighboring cities realize this great need and in providing for it, profit by the short sightedness of their sister cities who fail to provide for their own guests.

The Twin Cities can be known far and wide as a splendid hotel center if Urbana will do her part.



FOWLER HOTEL
LaFayette, Indiana
"The Home of Purdue
University."

INMAN HOTEL
Champaign, Illinois
"A Real Asset to
Champaign"



URBANA'S GREATEST NEED—NINETEEN HUNDRED AND TWENTY-ONE

What the New Hotel Will Mean to the City

A new hotel will change Urbana from a progressive town to a more progressive city, and will draw increased business from the large trade territory surrounding it.

It will be a great civic improvement which will greatly enhance real estate values and encourage other building projects. It will be the common meeting ground, the only place in Urbana where all groups may freely meet together in business, social, fraternal and political enterprises. Its social rooms will accommodate many University functions. (Available rooms in both cities are even now engaged for as long as two years in advance for special events given by University bodies.) It will be the recognized host of the city's visitors. The town without modern hotel facilities is like the private home without a spare room for the unexpected guest.

It will mean that the traveling public can and will make this community its headquarters for eastern Illinois instead of passing through to other cities, and Urbana will be advertised throughout the entire state. No other civic enterprise could accomplish this so effectually.

Progressive cities are anxious to secure business enterprises and make every endeavor to do so. This new hotel will mean a business enterprise employing approximately 65 persons.



DINING ROOM



LOBBY

HOTEL ROBERTS

Muncie, Indiana

Interior views typical of a Modern Hotel



BED ROOM

URBANA'S GREATEST NEED—NINETEEN HUNDRED AND TWENTY-ONE

Urbana as a Hotel Center

Urbana is the home of the University of Illinois which spends \$3,000,000 yearly. Literally thousands of people are attracted here by auto and train to visit this great institution. Many conventions, that wish to take advantage of the University grounds, could be obtained if we had proper hotel accommodations.

We have several industrial plants that are in a state of vigorous growth; we have four banks with \$2,500,000 combined resources. (These resources would be larger if strangers coming to Urbana could find good hotel accommodations as it would be natural for them to establish their banking connections here.) We have 16 church organizations, 2 railroads, 2 electric lines, with a large number of passenger trains daily. We have more and finer parks than almost any city of our size in the middle west. Our street lighting system cannot be surpassed even in cities several times our size.

Urbana is the home of the Wesley Foundation, one of the most remarkable enterprises of its kind in the world.

We are located on the Egyptian trail, one of the main north and south highways; we are on a splendid east and west road which will soon be hard surfaced to Danville to connect with the Dixie Highway.

All of these assets bring a great number of visitors to our door.

A new and thoroughly modern hotel would not only accommodate these, but would increase the number of the city's guests.

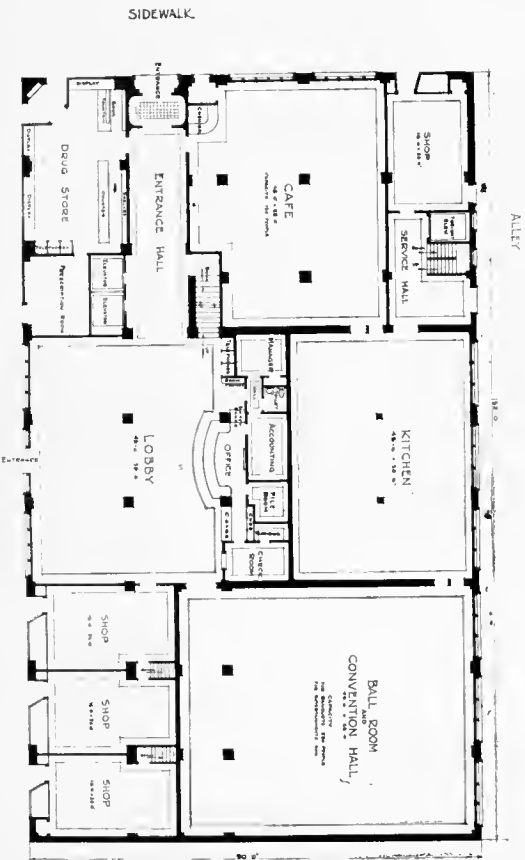
Some Features of Urbana's Proposed New Hotel

The new hotel will be a handsome structure approximately five stories in height with about 100 rooms. It will be designed to take care of our special hotel needs here in Urbana. There will be social and convention rooms, dining room facilities, etc.

Special features to insure permanent revenue will be determined as the plans for the building mature and after the site is chosen. Space for stores, coffee room, apartments, etc., are some suggested features.



TYPICAL FLOOR PLAN



FIRST FLOOR PLAN

URBANA'S GREATEST NEED—NINETEEN HUNDRED AND TWENTY-ONE

A Safe Investment

An executive committee of prominent Urbana citizens was organized from the Association of Commerce for the purpose of securing funds through the sale of stock with which to erect in Urbana a new and modern hotel sufficient to meet the needs of our growing community.

The par value of the stock is \$100 per share and payments will cover a period of nearly 2 years, as follows: 10% of the total due November 15, 1921, and 10% on the 15th of every second month until the final payment, falling due May 15, 1923. However, the notes will be so worded that in case a buyer desires to pay for his stock sooner than the date of maturity, he may do so. This stock will be sold on the principle that it will be a safe and practical community investment and in no sense a civic donation.

The Site

The question of a site for the new hotel is being carefully considered. Some months ago, a committee of local business men was appointed by the Urbana Association of Commerce to study the hotel site situation, and have been conferring with experts. Although several sites are available to this committee, any one of which would prove very satisfactory, it was thought best to let the stock holders themselves determine the proper location, after the stock sales campaign. This also gives opportunity for the prospective operator or lessee, and the hotel architect to assist the stockholders in planning for a hotel that will bring the most returns on the investment.

Will It Pay a Dividend?

The executive committee, entrusted with the sale of the stock, after careful analysis of similar projects in other communities and in conference with hotel men who understand the possibilities, and considering the needs of our own city, is of the firm belief that a fair yearly dividend of not less than 6% is reasonably assured after operation begins. This dividend would probably be more if locally managed.

So great is the confidence of certain hotel men and architects in the possibilities of these community hotels that a company is being organized in Chicago for the purpose of leasing and operating such enterprises after they are financed locally. To those in close touch with hotel organization, this is most significant.

URBANA'S GREATEST NEED—NINETEEN HUNDRED AND TWENTY-ONE

Who Should Purchase Stock

Property Owners: Every new and modern building erected in Urbana has a direct bearing upon property values. A modern hotel perhaps more than any other local enterprise favorably affects our city.

Business and Professional Men: Every man and woman in active business in Urbana and vicinity today will be a direct beneficiary as a result of the building of this new hotel.

Farmers: A new hotel will mean a greater city; that means a greater and better market for the farmers. A new hotel will promote better roads and thus make these markets more accessible. The farmer is necessarily a part of the community and shares with it, its progress.

Men and Women: Those whose public spirit leads them to respond to the city's need; to those people, this represents a very practical, safe community investment, and at the same time supplying a very definite community need.

Everyone: Everyone who wants to see Urbana prosper and take her place among the progressive cities of the state; this is a practical business investment and the surest known way to "make Urbana grow." Urbana has a habit of meeting emergencies. Let us meet this new one now.

Bear in Mind Please: That this project is in no sense a donation but an investment in Urbana's present and in her future. It is an enterprise to be managed by those who invest their own money, local men, everyone of them.

Building Costs

The hotel company, when incorporated, will appoint local committees to settle on all questions of building operations and the community may subscribe for stock with full confidence that all of these details will have the proper attention by those whom they themselves have selected.

URBANA'S GREATEST NEED—NINETEEN HUNDRED AND TWENTY-ONE

URBANA HOTEL COMPANY

This company will be formed and incorporated immediately after November 1st.

OFFICERS AND DIRECTORS

To be elected by the Stockholders upon completion of Incorporation

CAMPAIGN ORGANIZATION

S. E. Huff, *General Chairman*

J. H. Thornburn, *Vice-Chairman*

L. G. McIntire, *Secretary*

EXECUTIVE COMMITTEE

H. A. AMERMAN
F. C. AMSBARY
G. H. BAKER
G. M. BENNETT
F. L. BILLS
STANLEY BOGGS

MORGAN BROOKS
A. T. BURROWS
G. W. BUSEY
C. N. CLARK
F. E. GIBSON
H. I. GREEN

H. E. HIERONYMOUS
L. V. JURGENSMEYER
F. M. LESLIE
CHARLES LOEB
M. LOWENSTERN
DR. J. S. MASON

DR. L. A. McMASTERS
H. D. OLDHAM
W. I. SAFFELL
J. E. SMITH
B. F. STEVENSON
G. M. WOOD

URBANA'S GREATEST NEED—NINETEEN HUNDRED AND TWENTY-ONE

CAMPAIGN ORGANIZATION (Continued)

CITIZENS' COMMITTEE

DIVISION "A"—

D. L. CHRISTOPHER, *Chairman*

1. H. A. AMERMAN
2. E. H. RENNER
3. T. B. WEBBER

DIVISION "B"—

PROF. H. S. GRINDLEY, *Chairman*

4. JOHN GRAY
5. G. H. RADEBAUGH
6. O. E. SHOBE

DIVISION "C"—

LON V. PALMER, *Chairman*

7. C. A. BONGART
8. TOM COLVIN
9. THOS. GILLILAND

DIVISION "D"—

G. M. WOOD, *Chairman*

10. H. A. LITTLE
11. DR. L. A. McMASTERS
12. CHAS. H. WATTS

